

MARCH 17 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 14, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 14 3:00 P.M.	"SUDDENLY IT'S SPRING" --FASHION SHOW Benefit show, sponsored by A & S, for the School Settlement Ass'n, presenting new fashions for Spring. Tickets: \$1.50 (including tax). Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	ST. GEORGE HOTEL 51 CLARK ST., BKLYN.
Friday March 14 4:30 P.M. Cocktails	BENEFIT SHOWING OF PARIS COLLECTION Fashion show of Spring Collection by Hermes of Paris, presented on Wednesday, March 12, will be repeated at Prince Matchabelli's Crown Room, under the auspices of "American Aid to France." Tickets: \$10.00. Admittance by special ticket only. Contact: Mrs. Ellen Engel, MU. 3-3801.	AMERICAN AID TO FRANCE (39 EAST 36TH STREET)	PRINCE MATCHABELLI 711 FIFTH AVENUE
Saturday March 15 10:15 A.M.	EASTER BUNNY AS UNCLE WIGGILY The Easter Bunny, in guise of Uncle Wiggily, will arrive at the Newark Penn Station at 10:15 A.M. Twenty orphans from a local orphanage, riding in a colorful float, will greet Uncle Wiggily and will take him to Kresge-Newark, where he will be on his "throne" until Easter to talk with children. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	PENN STATION NEWARK, N. J.
Saturday March 15 10:30 A.M.	SHOWING OF NEW FASHIONS FOR CHILDREN Presentation of children's fashions from infants to 14 year-olds. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	2ND FLOOR
Saturday March 15 10:30 A.M.	NAMM'S "CALLING ALL GIRLS" CLUB SHOW Showing of 'round-the-clock Easter fashions at teen-age show. Special entertainment. Open to public. Publicity: Hettie Camp, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
March 15	FEDERAL INCOME TAX DUE (Saturday).		

WEEK BEGINNING MONDAY, MARCH 17, 1947

March 17	ST. PATRICK'S DAY (Monday).		
Monday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Gunther presents a collection of clothes, and furs especially designed to be worn with them. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 17 4:00 P.M. 6:00 P.M. Cocktails	PRESS PARTY; COSMETICS FOR THE YOUNG CROWD Cocktail party for beauty editors, presenting "Attractively Yours" -- something new for the young crowd in Macy's own cosmetic collection. Attendance by invitation only. Publicity: Helen Law, or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Monday March 17- March 22	FASHION EXHIBIT: SPRING ACCESSORIES A provocative exhibit for the public of Spring accessories to stimulate fashion interest. Annual exhibit will run for 2 weeks and include stockings, shoes, gloves, handbags, scarfs, jewelry, etc. Press invited. Fashion Coordinator: Ruth Hammer, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR FASHION GALLERY
Monday March 17- March 22	INTERNATIONAL FLOWER SHOW "United Nations" is the theme of the 31st annual International Flower Show, presented by the Horticultural Society and the New York Florists' Club, with exhibits of flowers on four floors, of Grand Central Palace. Opening at noon on March 17, the displays may be seen daily through Saturday from 10:00 A.M. until 10:30 P.M. Admission: \$1.50 (including tax). Publicity: Elizabeth Peterson, PL. 9-6200.	HORTICULTURAL SOCIETY OF N. Y.	GRAND CENTRAL PALACE 46TH ST. & LEXINGTON
March 17	NATIONAL HOBBY WEEK (March 17-March 22)		
Cancelled March 18	THE SHOWING OF HATS DESIGNED BY LISH, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, AT 10:30 A.M., HAS BEEN CANCELLED.		
Tuesday March 18 12:30 P.M. Luncheon	"AUTHOR MEETS CRITICS" LUNCHEON MEETING Margaret Culkin Banning, whose latest book is "The Clever Sisters", will face her critics, including Eugene O'Neill, Jr., at a luncheon meeting of the Advertising Women. Price of Luncheon: \$3.00. Contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF N.Y.	HOTEL ASTOR
Tuesday March 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Spring and early Summer fashions will be presented during luncheon by Jonai. Press by invitation. Public by reservation. For reservations, contact: Headwaiter, PL. 3-4600, Ext. 20. Contact: Jonai, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 18 3:00 P.M.	MAKE-YOUR-OWN FASHIONS FOR SPRING Spring fabric fashion show, with 25 ensembles keyed to the wardrobes of the college girl, young married woman, business girl, career girl and homemaker. New longer jacket lines for suits, pleated skirts, soft shoulder detail, flattering drapery, hoods, and the short coat with dramatic back flare. Open to public. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER B'WAY & 9TH ST.	5TH FLOOR HOME STORE
Postponed March 18 4:00 P.M.	THE SAKS FIFTH AVENUE PRESS SHOWING OF SHOE COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, HAS BEEN POSTPONED UNTIL WEDNESDAY, APRIL 9, AT 4:00 P.M. (See Page 7).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 19 12:30 P.M. Luncheon	HATS AND COIFFURES AT LUNCHEON SHOW "Made For Each Other" -- joint fashion showing of hairdos and hats to be presented during luncheon by the American Hair Design Institute and the Millinery Fashion Bureau. (Jewelry by Castlecliff. Publicity: Dorothy Lansing, PL. 8-3145.) Press by invitation. Public by reservation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Publicity: American Hair Design Institute: Eleanor Rowlands, MO. 4-9292. Millinery Fashion Bureau, Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MILLINERY FASHION BUR. AMER. HAIR DESIGN INST.	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 12:30 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING "At Last--There's News in Hosiery!"....colors, construction, fashion trends....and promotion and selling ideas. Speakers: Douglas H. Hahn, Hosiery Buyer, B. Altman & Co.; and Edward L. Winpenny, Vice Pres., Gotham Hosiery Co., Inc. Price: \$2.50 (including tax and tip). Members may bring guests. <u>Do not send check; pay at door for this luncheon.</u> Reservations close Tuesday, March 18th, at 5:00 P.M. Reservations must be paid for if not cancelled by then. Chmn., Accessories Div.: Dorothy Portser. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP (9 ROCKEFELLER PLAZA)	MURRAY HILL HOTEL 41ST ST. & PARK AVE.
Wednesday March 19 1:00 P.M. Luncheon	SURPRISE FASHION SHOWING AT LUNCHEON Advance summer fashions presented during luncheon by Revlon at a surprise showing. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Revlon Publicity: Beatrice Castle, PL. 5-8800. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	REVLON	WALDORF-ASTORIA SERT ROOM
Wednesday March 19 2:30 P.M.	SPRING AND SUMMER FASHIONS FOR WOMEN Women's fashions will be presented by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday March 19 3:00 P.M.	NEW YORK SHOWING OF ADRIAN COLLECTION Adrian himself is bringing his new collection to New York to show to the press and other invited guests. Bonwit Teller handles Adrian's creations exclusively in New York. Attendance strictly by invitation. Contact: Bonwit Teller, EL. 5-6800, Ext. 227.	BONWIT TELLER	ST. REGIS HOTEL LOUIS XVI SUITE
Thursday March 20 9:30 A.M.	"FASHION CLINIC" TALK AND DEMONSTRATION A comprehensive discussion by Lavinia W. Koelsch, of the basic figure types and how to dress each to the best advantage. Open to public. Publicity: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Thursday March 20 10:00 A.M.	TWENTY-NINTH ANNUAL CONVENTION Forum for buyers will be one of highlights of convention, with Howard Abrahams, Sales promotion Mgr., NRDGA, as guest speaker. Joint display by Bathing Suit Publicity Committee and Knitted Outerwear Foundation to show buyers and sales personnel what the knit outerwear industry is doing to promote its products. Contact: Nat'l Knitted Outerwear Assn, AS. 4-7520.	NATIONAL KNITTED OUTERWEAR ASSN	HOTEL ASTOR SOUTH GARDENS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 20 3:00 P.M.	PREVIEW OF MOVIE: "CARNEGIE HALL" Under auspices of the Celanese Corporation of America, there will be a preview of United Artists movie "Carnegie Hall". Preceding the preview new Celanese Creative Jersey, "Carnegie Hall", will be displayed. Attendance by invitation only. Publicity: Bernard Sobel, Director of Public Relations, Celanese Corporation of America, LE. 2-5050.	UNITED ARTISTS	729 SEVENTH AVENUE 14TH FLOOR
March 21	FIRST DAY OF SPRING (Friday).		
Saturday March 22 11:00 A.M.; 2:00 P.M.	FASHIONS FOR THE AMERICAN GIRL Presentation, sponsored by the Brooklyn Girl Scout Council, of fashions for the pigtails and teen-age American girl. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR EAST BLDG.
Saturday March 22 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY EMILY WILKENS Emily Wilkens' new Spring and Summer collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Thomas", PL. 3-1740, Ext. 44. Bonwit Publicity: Dorothy Iverson, EL. 5-6800. Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Saturday March 22 12:30 P.M. Luncheon	BENEFIT SHOW AND FASHION REVUE In celebration of its 100th anniversary, the College of the City of New York is raising \$1,500,000. to build a War Memorial Student Center for the benefit of 35,000 veteran and regular students. The Women's Division, pledged to raise a quarter of a million, is presenting a revue produced by Phyllis Parker, directed by Harold Young, featuring outstanding fashions, stage and screen stars, and specially written music by John Rox and Stuart Ross. Fashions include Florence Lustig's custom-made collection shown for the first time, tying in with the opening of her new shop on East 57th St.; a group of ballet-inspired evening gowns by Lange; a wedding scene by Jay-Thorpe; "Fashions of the Future" by Tina Leser, Helen de Huene, Dorris Varnum, Louis Scalise, Joseph Salvatore. Milton Berle and his wife, Joyce Matthews, will auction off an original creation by Trigere and hats by John-Frederics, Sally Victor, Hattie Carnegie, Braagaard and Walter Florell. Other stars: Jane Pickens, Jinx Falkenburg, Tex McCrary, Lenore Lonergan, Florence Desmond, Renee de Marco, John Kieran, Harry Hershfield, Prince Yuka Troubetskoy. Admission: \$10.00; \$12.50; \$20.00. Contact: Women's Division Fashion Show, Waldorf-Astoria. Publicity: Rosalie Slocum, MU. 5-5879.	WOMEN'S DIVISION OF CCNY CENTENNIAL FUND	WALDORF-ASTORIA BALLROOM
Monday March 24 1:00 P.M. Luncheon	"WHITE FLASHES" FOR SPRING AND SUMMER Russeks flashes white into the Spring and Summer scene at a luncheon fashion show. Press by invitation. Public by reservation. For reservation contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS 5TH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 25 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW COSMETIC LINE Coming Out Party to introduce the "Debutante" of the year at a luncheon for the press. Daggett and Ramsdell's new line of cosmetics will make its debut with a collection of Ceil Chapman's new evening gowns, specially designed for the Debutante cosmetics. Attendance by invitation only. Publicity: Neva Bradley, CH. 3-2240.	DAGGETT & RAMSDELL	HOTEL PIERRE COTILLION ROOM
Tuesday March 25 1:00 P.M. Luncheon	"RUSTLING RUSES" FASHION SHOW Macy's will present "Rustling Ruses--an ear-catching, eye-catching collection of clothes with a delicate air" at a luncheon show. Press by invitation. Public by reservation. For reservations, contact: Headwaiter, PL. 3-4600, Ext. 20. Macy Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 25 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF SPRING SHOE COLLECTION H. B. Delman will present his collection of Spring and Summer shoes to the press at a cocktail party in the Delman Salon at Bergdorf Goodman (745 Fifth Avenue). Attendance by invitation only. Publicity: Molly Appleby, PL. 5-4156 or PL. 3-5965.	DELMAN, INC.	BERGDORF GOODMAN DELMAN SALON
Cancelled March 26	THE I. J. FOX LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, MARCH 26, 1:00 P.M., AT THE HOTEL PIERRE, HAS BEEN CANCELLED.		
Wednesday March 26 1:00 P.M. Luncheon	FASHIONS FOR WOMEN AT LUNCHEON SHOW Millinery, ready-to-wear, and originals for women at a luncheon showing of Spring and Summer fashions by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity and Maretta Feeley Publicity: Florence Lanthier, EL. 5-3644.	MARETTA FEELEY (6 EAST 53RD ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 26 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW Fashions for children (from infants to juniors) will be presented by Arnold Constable during luncheon. Press by invitation. Public by reservation. For reservations, contact Frank, headwaiter, EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300. Waldorf-Astoria Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday March 26 2:30 P.M.	NEW DEBUTANTE FASHIONS Altman's will present a showing of new debutante fashions. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday March 26 5:00 P.M.- 7:00 P.M. Cocktails	COMPLETE PANORAMA OF RAINWEAR FASHIONS "Panorama of Rainwear Fashions" from the beginning of time to the modern day, including a mother-daughter and father-son sequence. Commentator: Ilka Chase. Publicity: Tamora Noyes, BR. 9-8817; or Funt and Golding, MU. 3-8875.	WARWICK CHEMICAL CO.	RAINBOW ROOM ROCKEFELLER PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 27 2:30 P.M.	FASHION SHOWING OF ALTMAN ORIGINALS Re-showing of Altman Originals, as presented to the press on Thursday, February 27, at a luncheon show. (Postponed from March 5). Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday March 27 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING FURS AND GOWNS Ackerman-Blatt's Spring showing of furs and gowns. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH ST.
Thursday March 27 8:30 P.M.	SPRING BENEFIT FASHION SHOW Fashion show sponsored by the Blessed Virgin Sodality of the Little Flower Church in Brooklyn. Tickets: 50 cents. Contact: Marie Huguenin, BU. 7-1008. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	LITTLE FLOWER CHURCH AVE. B & TROY AVENUE
Saturday March 29 11:00 A.M.; 2:00 P.M.	"TELEPHONE TOPICS"-- TEEN-AGE FASHION SHOW A & S will present fashions for the teen-age girl in a tie-up with the Simplicity Pattern Co. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR, EAST BLDG.
March 30	PALM SUNDAY -- HOLY WEEK		
Monday March 31 1:00 P.M. Luncheon	LUNCHEON SHOWING OF EASTER HATS "Easter Surprises" -- new millinery by Rose Sapphire will be presented during luncheon, in addition to hats for Spring and early Summer. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSE SAPPHIRE (501 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 31 4:00 P.M. Cocktails	RECEPTION AT OPENING OF NEW BUILDING Formal press opening of B. Weinstein's new five-story building, with an informal showing of custom-made clothes and furs, ready-to-wear, and special accessories. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	B. WEINSTEIN	7 EAST 57TH STREET
Tuesday April 1 3:00 P.M.	SPRING FASHIONS BY HENRY ROSENFELD Henry Rosenfeld will present his new fashions at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR CLASSIC CORNER
Wednesday April 2 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEONS Presentation of fashions for Easter, Spring and Summer by Madame et la Jeune Fille. Press by invitation. Public by reservation. For reservations, contact: Frank, headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
April 3	HOLY THURSDAY		
April 4	GOOD FRIDAY		
April 6	EASTER SUNDAY		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 7 1:00 P.M. Luncheon	READY-TO-WEAR FASHIONS FOR SUMMER Daytime, playtime and evening fashions for Summer will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Women Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday April 9 12:30 P.M. Luncheon	BENEFIT SHOWING AT LUNCHEON Showing of Elizabeth Arden's new creations, accessorized with jewelry by John Rubel--for the benefit of the American Women's Voluntary Services Exchange Shop. Tickets: \$5.00. Contact: Mrs. Williams, AWS, 14 East 52nd St., PL. 3-9143. Hotel Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424.	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA BALLROOM
Wednesday April 9 4:00 P.M. Cocktails	PRESS SHOWING OF SHOE COLLECTION Press preview to introduce the first postwar collection of Italian hand-made shoes by Ferragamo, plus a new collection of American shoes designed by Mabel and Charles Julianelli, exclusively for Saks Fifth Avenue. For press only, strictly by invitation. (This showing had originally been scheduled for Tuesday, March 18). Publicity Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	HOTEL PLAZA WHITE & GOLD SUITE
Week of April 28	SHOE GUILD WEEK: EARLY FALL OPENINGS: This Early Fall Opening period will highlight early Fall shoe styles in street, dress, formal, and indoor types. Back-to-school shoes will be bought at this time as will shoes for coordination with ready-to-wear and accessories. Shoes purchased will be for July, August and September delivery. The member firms of the Guild of Better Shoe Manufacturers are Cangemi, Inc.; Thomas Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Reual, Inc.; Schwartz and Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Monday May 19- May 24	ANNUAL NATIONAL COTTON WEEK "Pick Cotton" is the slogan for National Cotton Week. Contact: Cotton-Textile Institute, 320 Broadway, WO. 2-0270.	COTTON-TEXTILE INST. NAT'L COTTON COUNCIL	THROUGHOUT THE COUNTRY
Beginning Monday May 19	OPENING OF FALL SPORTSWEAR LINES The Fall Openings of the members of the Sportswear Guild will begin on the earliest date since the Guild's inception. Members include: ADLER AND ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE-WEILL, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS MUTUAL-ROSENBLUM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES, INC.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Saturday
March 15 OPENING: "THE RED HOUSE" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
United Artists mystery-drama about a boy who comes to live in a sinister house with his mysterious uncle. Cast includes Edward G. Robinson, Lon McCallister, Judith Anderson, Rory Calhoun, and Ona Munson. Written and directed by Delmer Daves, and produced by Sol Lesser. Costumes: Frank Beetsen. Publicity: Tess Michaels, BR. 9-7300.

Sunday
March 16 DON COSSACK CHORUS CARNEGIE HALL, 7TH AVE. & 57TH ST.
Only performance this season by original Don Cossack Chorus and Dancers. Director: Serge Jaroff. Tickets: \$1.20-\$3.00. Contact: CI. 7-7460.

Sunday
March 16- BALLET RUSSE DE MONTE CARLO NEW YORK CITY CENTER, 131 WEST 55TH ST.
March 22 Sunday (Mat): Ballet Imperial, Virginia Sampler, Pas de Deux Classique, Bourgeois Gentilhomme. Sunday (Eve): Danses Concertantes, Frankie and Johnny, The Nutcracker. Tuesday: The Nutcracker, Scheherazade, Gaité Parisienne. Wednesday: Swan Lake, The Bells, Raymonda. Thursday: Les Sylphides, Pas de Deux Classique, Le Beau Danube. Friday: Danses Concertantes, Night Shadow, Spectre de la Rose, Gaité Parisienne. Saturday (Mat): The Snow Maiden, The Nutcracker, Le Beau Danube. Saturday (Eve): Ballet Imperial, Spectre de la Rose, Rodeo. Publicity: Margaret Hornyak, CI. 7-5911.

Wednesday
March 19 OPENING: "THE EAGLE HAS TWO HEADS" PLYMOUTH THEATRE, 45TH ST., N. OF B'WAY
John C. Wilson presents Tallulah Bankhead in a translation of the Jean Cocteau melodrama about a queen who goes into exile after her husband's death. Cast also includes Helmut Dantine, Clarence Derwent and Kendall Clark. Settings: Donald Oenslager. Directed by John C. Wilson. Costumes: Aline Bernstein. Publicity: Richard Maney, WI. 7-6939.

Wednesday
March 19 PREMIERE: "THE LOCKET" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
RKO-Radio drama about a young woman whose kleptomania causes the deaths of three men, starring Laraine Day, Brian Aherne, Robert Mitchum, Gene Raymond and Sharyn Moffet. Produced by Bert Granet; directed by John Brahm. Costumes: Michael Woulfe. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday
March 20- ORIGINAL BALLET RUSSE METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
March 29 S. Hurok will present Alicia Markova, Anton Dolin and others in a series of 13 ballet presentations.
Thursday: Giselle, Pas de Deux, (from "The Black Swan") Graduation Ball.
Friday: Constantia, Mute Wife, Pas de Deux (Nutcracker), Paganini.
Saturday (Mat): Les Sylphides, Mute Wife, Pas de Deux, Blue Danube.
Saturday (Eve): Swan Lake, Camille, Mute Wife, Scheherazade.
Sunday (Mat): Les Sylphides, Firebird, Pas de Quatre, Graduation Ball.
Sunday (Eve): Swan Lake, Spectre de la Rose, Sebastian, Aurora's Wedding.
Publicity: Barry Hyams, Hurok Attractions, PL. 3-0820.

Tuesday
March 25 OPENING: "BATHSHEBA" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY
Sylvia Friedlander and Maximilian Becker will present a biblical play by Jacques Duval, with James Mason, the British movie star, as King David; and Pamela Kellino, Thomas Chalmers, and Horace Braham. Directed by James Mason. Costumes and settings: Stewart Chaney. Publicity: James Proctor, VA. 6-5084.

F A S H I O N J O B S

JOBS WANTED

CUSTOM-ORDER SELLING. Young woman with experience in fashion modeling, showroom and retail selling. Desires position with a future. JW-56.

DESIGNER FOR TEXTILE HOUSE OR MANUFACTURER. Complete knowledge textiles. Background French draping, sketching. Exp. West Coast custom designer. JW-57.

FASHION PROMOTION. Versatile & creative young woman with thorough publicity and mag editorial exp seeks challenging job. Excellent press, market contacts. JW-58.

ADVERTISING: SECRETARY & CUB COPYWRITER. Girl Friday. College grad, English major. 5 yrs exp: fashion copy, edit'l & secretarial. Samples; refs. Attractive. JW-59.

EDITORIAL OR FASHION PUBLICITY. Writer with general magazine experience as feature editor. Background in fashion and beauty field. JW-60.

PUBLICITY DIRECTOR (formerly Walt Disney); also handled fashions, front-page personalities nat'l scale. Best newspaper, mag, dept. store contacts. JW-61.

EXECUTIVE with thirteen years' experience in New York fashion field; including sales promotion, styling, and publicity. JW-62.

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

JOBS AVAILABLE

PROMOTION & ADVG MANAGER. Imaginative, merchandise-minded exec; advg production; knowledge dept store promotion operation; contact with buyers, magazines. JA-50.

PROMOTION AND PUBLICITY. Newly organized ready-to-wear firm needs energetic young publicity executive. Job will grow with firm. JA-51.

DESIGNER. Children's Wear House. Must be able to cut and drape own patterns. Beginner considered, but experience preferred. JA-52.

RECEPTIONIST in large advertising and publicity organization. Attractive, intelligent. Stenography and typing absolutely essential. JA-53.

BUYING-SELLING-MERCHANDISING. Excellent training for young woman with college background in exclusive New Jersey specialty shop. JA-54.

COSMETICS BUYER. Leading department store requires young, energetic buyer for newly enlarged cosmetics division. Moderate salary to start. JA-55.

PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50
Job Available.....\$5.00

Format: 4 lines of 39 characters
to a line.

Deadline: Tuesday at 5:00 P.M.

All insertion orders must be
accompanied by check or money
order.